



NEW YORK CITY **OFFICE OF EMERGENCY MANAGEMENT**
Office of Public Information

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**NYC OFFICE OF EMERGENCY MANAGEMENT LAUNCHES
READY NEW YORK OUTDOOR ADVERTISING CAMPAIGN**

CAMPAIGN WILL BRING HOME THE PREPAREDNESS MESSAGE TO NEW YORKERS

A week after New Yorkers marked the first anniversary of the citywide blackout, Office of Emergency Management (OEM) Commissioner Joseph F. Bruno today announced the launch of an outdoor advertising campaign designed to encourage residents to prepare for emergencies. The ads, part of OEM's Ready New York preparedness campaign, will be featured on City buses, subways, and billboards throughout the five boroughs from August through October 2004. The campaign marks New York City's participation in National Preparedness Month, a nationwide effort to help citizens across America prepare for *all* types of emergencies.

Echoing Ready New York's guiding principles, the outdoor ad campaign stresses the importance of having a disaster plan and emergency kit ready.

"Being prepared and knowing how to respond to emergencies is critical all year round," said Commissioner Bruno. "Ready New York provides information New Yorkers need for dealing with emergencies. Taking the basic steps – making a plan, and assembling an emergency supply kit and Go Bag – will ensure they are ready for any emergency."

Joining Commissioner Bruno was Jodi Senese of Viacom Outdoor, who partnered with OEM to provide assistance in the outdoor advertising campaign. The funding was provided by Alcoa in partnership with the Mayor's Fund to Advance New York.

"Viacom Outdoor has worked closely with New York City's Office of Emergency Management in developing this important community outreach program," said Jodi Senese, Executive Vice President of Marketing for Viacom Outdoor. "We are proud to be part of the initiative which will help our fellow New Yorkers prepare for any and all types of emergencies."

"Whether we like it or not, emergencies happen, and the best way to deal with them is to be prepared," said Jake Siewert, Alcoa Vice President of Communications and Public



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Policy. "Safety and preparedness are part our Company's core values. As a member of the New York City community our support of initiatives that will generate awareness of the need to have an emergency plan is a natural extension of our philosophy."

The Department of Homeland Security (DHS) has declared September National Preparedness Month to raise awareness among Americans about the need to prepare for emergencies. As part of this effort, DHS is supporting OEM and the American Red Cross in sponsoring Ready New York nights in all five boroughs. These nights will bring large numbers of citizens and public safety professionals and volunteers together to learn about how New Yorkers can be prepared for all types of emergencies.

Launched in July 2003, Ready New York offers a comprehensive suite of tips and information aimed at helping New Yorkers better prepare for emergencies. "Ready New York: A Household Preparedness Guide," the campaign's centerpiece, was created in collaboration with 20+ government, private, and nonprofit entities. The campaign also includes hazard-specific brochures, radio, and TV public service announcements, a speakers bureau, and a website.

Alcoa is the world's leading producer of primary aluminum, fabricated aluminum, and alumina. Alcoa is active in all major aspects of the industry - technology, mining, refining, smelting, fabricating and recycling. Alcoa's aluminum products and components are used worldwide in aircraft, automobiles, beverage cans, buildings, chemicals, sports and recreation, and a wide variety of industrial and consumer applications, including such Alcoa consumer brands as Alcoa® wheels, Reynolds Wrap® aluminum foil, and Baco® household wraps. Among its other businesses are vinyl siding, packaging machinery, precision castings, closures, fiber optic cables, and electrical distribution systems for cars and trucks.

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